## ORDER

Order / Rev: 37556 Alt Order #: 08879093 Product Desc: ISSUE 2001 Estimate:

10/10/12 - 10/16/12 Flight Dates: Original Date / Rev: 10/09/12 / 10/09/12

Waterfront Strategies

Washington, DC 20007

Order Type: **GENERAL** 

KLAS

Cash

15%

Broadcast

EOM/EOC

Primary AE: Mike Jones K-WAS Sales Office:

Sales Region: National

Agency

Orders

Name: **Buying Contact:** 

Billing Contact:

1010 Wisconsin Avenue

House Majority PAC Name:

AGY, POL, ISS

Demographic:

A35+ Product Codes: PO4

Priority: LV1

Revenue Codes:

New Business Thru:

Order Separation:

Billing Type:

Billing Cycle:

Billing Calendar:

Agency Commission:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	5	\$7,900.00	\$6,715.00

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Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	5	\$7,900.00	\$6,715.00	0.00	
Totals	5	\$7,900.00	\$6,715.00	0.00	

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Tota		
KLAS	30%	\$7,900.00		
Market	100%	\$26,333.33		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,316.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/10/12	10/16/12	8 News Now Noc	on M-F CM	12-1230p	MTWTF	:30	1	\$1,300.00LV1	0.00 NM	1	\$1,300.00
				8 News Now No	on M-F								
	8 NEW	IS NOW A	T NOON										
	St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10	)/10/12	10/16/12	MTWTF	1	\$1,300.00	0.00						
2	8	10/10/12	2 10/16/12	1230-2p Soaps/	LMAD CM	1230-2p	MTWTF	:30	1	\$1,700.00LV1	0.00 NM	1	\$1,700.00
				Soaps / Let's Ma	ike A Deal								

Print Date: 10/09/12 15:03:20 Page 2 of 2

Order / Rev: 37556

Advertiser:

House Majority PAC

Alt Order #: 08

08879093

Product Desc:

ISSUE

KLAS

Flight Dates:

10/10/12 - 10/16/12

Estimate:

2001

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
BOLD/DEAL										
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/10/12 10/16/12	MTWTF	1	\$1,700.00	0.00						
3 8 10/10/12 10/16/12	The Talk 2-3P	СМ	2-3p	MTWTF	:30	1	\$1,700.00LV1	0.00 NM	1	\$1,700.00
	The Talk									
THE TALK										
Start Date End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/10/12 10/16/12	MTWTF	1	\$1,700.00	0.00						
4 8 10/10/12 10/16/12	Ellen	СМ	3-4p	MTWTF	:30	1	\$1,600.00LV1	0.00 NM	1	\$1,600.00
	Ellen									
ELLEN										
Start Date End Date	<b>Weekdays</b>	Spots/Week	Rate	Rating						
Week: 10/10/12 10/16/12	MTWTF	1	\$1,600.00	0.00						
5 8 10/10/12 10/16/12	8 News Now 4p M	-F CM	4-5p	MTWTF	:30	1	\$1,600.00LV1	0.00 NM	1	\$1,600.00
	8 News Now 4p M	1-F								
8 NEWS NOW AT 4PM & 43	BOPM .							- F 6 1		
Start Date End Date	<b>Weekdays</b>	Spots/Week	<u>Rate</u>	Rating				4.1		
Week: 10/10/12 10/16/12	MTWTF	1	\$1,600.00	0.00						
								Totals	5	\$7,900.00